

Communications and Education Team Charge

Marine Recreational Information Program

Mission

The Communications and Education Team (CET) provides expertise that fosters productive, collaborative relationships, both internally among MRIP teams and NOAA leadership and externally with key constituencies who have valuable contributions to offer in the development of MRIP. To accomplish this, the Team carries out strategic communications to:

- Ensure information is flowing effectively among MRIP team members;
- Ensure that partners and constituents are: 1) engaged in the design, testing, and implementation processes; 2) kept well informed of opportunities to participate; and 3) kept updated on the MRIP's progress; and
- Ensure that the MRIP Teams at Headquarters are kept informed about regional concerns and questions, and act to address those concerns and support regional outreach efforts.

The primary target audiences for MRIP outreach include:

- Internal stakeholders – MRIP team and work group members, NOAA staff and leadership.
- Data partners and primary customers – state agencies, stock assessment scientists and fisheries managers; fisheries management councils; interstate marine fisheries commissions.
- Constituents – opinion leaders in the fishing community; angling organizations and clubs; regional and national conservation and environmental organizations; coastal communities and ocean recreation enthusiasts; and print, online, and broadcast outlets for reaching the broader angling public.

The CET will maintain close coordination with other MRIP teams to ensure that the broader conversation about improving the quality of recreational fishing catch and effort data collection, reporting, and implementation meets audiences' information needs and reflects the current state of MRIP development and implementation.

The purpose of the CET is to build awareness and support in key stakeholder communities so that MRIP's conversation with our data customers shifts from a conversation about the data's reliability to a conversation on management approaches and how the data supports those approaches. To achieve this, the CET will:

- Communicate the important role each audience plays in the ultimate success of MRIP;
- Lead the communications efforts required to facilitate smooth implementation of improved survey methods as they are certified for use;
- Develop outreach partnerships among data partners, customers, and constituents as a means of both sharing and receiving information about MRIP, and fostering productive working relationships;
- Foster stronger connections between and among national-level partners and region-specific partners, and support regional partners as they take the lead on regionally-relevant communications work;
- Maintain the MRIP website as a complete and fully transparent one-stop-shop for all MRIP documentation, products, and outreach materials;
- Develop, test, and deploy to partners MRIP outreach materials, including presentations, pamphlets, and other handouts, and videos that meet their outreach and communication needs.
- Manage and continually enhance internal communications to facilitate intra-agency coordination and ensure that important information is reaching audiences and partners in a timely manner; and

- Empower and provide NOAA staff, MRIP work group members, and outreach partners with “big picture” MRIP information that they can carry to other audiences.

The CET will periodically keep the Executive Steering Committee and other MRIP teams apprised of progress and plans for furthering MRIP implementation, and to receive feedback on ongoing activities.

Structure and Membership

The Communications and Education Team structure consists of:

- A **national team** that focuses on overarching national communications strategies and that produces materials for use at the national, regional, and local levels. The national team also maintains the MRIP website and interfaces regularly with the other MRIP teams. Members of the national team include communications and outreach professionals, representatives from related national-level programs from NOAA Fisheries and other NOAA branches, and representatives from the regional teams and other appropriate regional organizations.
- A **series of regional teams** that identify regional outreach priorities and their relationship to national priorities, gaps that should be addressed at the regional and national levels, opportunities for collaboration at the regional level, and the next steps for moving forward on regional and joint communication priorities. Members of the regional teams include representatives from state, council, and commission data partners, fishing organizations, and other stakeholder groups represented in or impacted by the MRIP process. The national team will support the work of the regional teams.

Meetings

The Communications and Education national team will meet bimonthly via conference call. Regional Meetings will take place on a schedule coinciding with other regional activities. In addition, the entire CET will meet once a year to set priorities for the upcoming year, discuss gaps in outreach, and develop recommendations for addressing [these](#) gaps.